

The background of the entire page is a repeating pattern of sliced citrus fruits. There are several orange slices and several lime slices scattered across the white background. The orange slices are larger and have a vibrant orange-yellow color, while the lime slices are smaller and have a bright green color. The slices are cut in a way that shows their internal segments and the central pith.

**AMACOM**  
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**CATALOG of BOOKS**

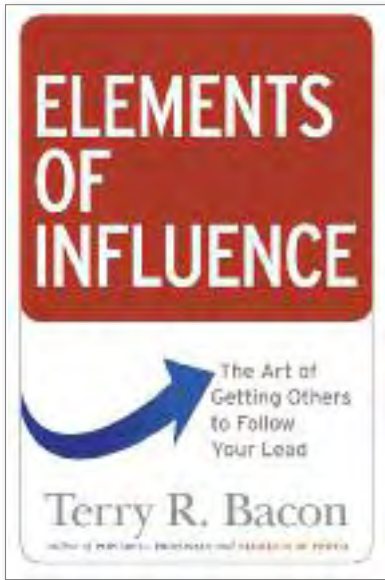
# SPRING-SUMMER 2011

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## CATALOG of BOOKS

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**AMACOM**, a division of the American Management Association, publishes books on business, management, career growth, current events, technology, personal finance, real estate, and self-help. AMACOM books help readers enhance their personal and professional growth and reach into the future to understand emerging trends and cutting-edge thinking.



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*It can be found in a smile, a handshake, or a friendly chat. Knowing how to influence others is a crucial element of success.*

## Elements of Influence

*The Art of Getting Others to Follow Your Lead*

Terry R. Bacon

**W**e succeed in business and in life when we influence how others think, feel, and act: getting them to accept our point of view, follow our lead, join our cause, feel our excitement, or buy our products and services. The act of influencing is such a part of our daily lives that we often don't even realize when we (or others) are doing it. But to succeed, we need to know how influence works...and how to use it.

Influencing effectively requires adaptability, perceptiveness, and insight into other people and cultures. Based on 20 years of research, *Elements of Influence* shows readers how to:

- Understand why people allow themselves to be influenced—and why they resist
- Choose the right approach for each situation
- Be influential when they have no formal authority
- Succeed in every kind of organization—even in other countries

Filled with exercises and practical applications, this book shows how anyone can increase his or her influence to achieve greater success.

**TERRY R. BACON** (Durango, CO) is the founder of Lore International Institute, a widely respected executive-development firm recently acquired by Korn/Ferry International. He is now the scholar in residence in that firm and is the author of many books including *Powerful Proposals* (978-0-8144-7232-3), *What People Want*, and *The Elements of Power* (978-0-8144-1511-5).

*Need to put it in writing? Don't type a word without this crucial resource!*

## The AMA Handbook of Business Documents

*Guidelines and Sample Documents That Make Business Writing Easy*

Kevin Wilson and Jennifer Wauson

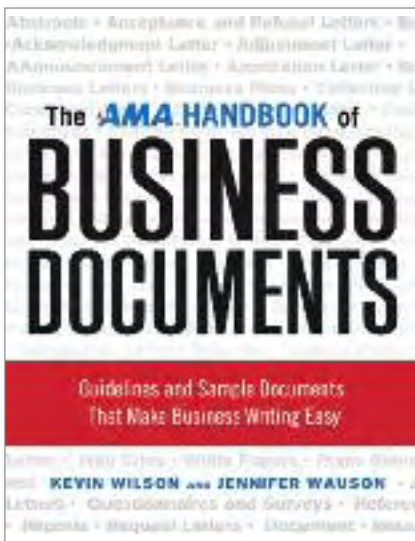
**Y**our company's identity, products, services, and strengths are all represented by its written communications. From business plans and sales presentations to newsletters and e-mail marketing, the way the company comes across on a page or screen can make the difference between big success and big trouble.

*The AMA Handbook of Business Documents* takes the guesswork out of preparing first-class written pieces of every type. Packed with dozens of sample documents and practical tips, this handy guide is everything you need to create:

- Proposals • Memos • E-mails • Press releases • Collection letters • Speeches
- Technical, research and lab reports • Sales letters • Policies and procedures
- Warning letters • Announcements • And much more

Suited equally to executives, entrepreneurs, managers, and administrative staff—anyone charged with putting a business's intentions into words—*The AMA Handbook of Business Documents* is a versatile, powerful, and indispensable toolbox.

**KEVIN WILSON** (Acworth, GA) is an instructional designer, training consultant, and vice president of Videologies, Inc., which specializes in training administrative professionals. **JENNIFER WAUSON** (Acworth, GA) is a training consultant, project manager, and president of Videologies, Inc. They are the authors of *Administrative Assistant's and Secretary's Handbook* (978-0-8144-0913-8) and *The AMA Handbook of Business Writing* (978-0-8144-1589-4).



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*Need serious help with your résumé? Turn to the employment expert Dr. Phil calls “the best of the best”!*

## Unbeatable Résumés

*America’s Top Recruiter Reveals What REALLY Gets You Hired*

Tony Beshara

Foreword by Dr. Phil McGraw

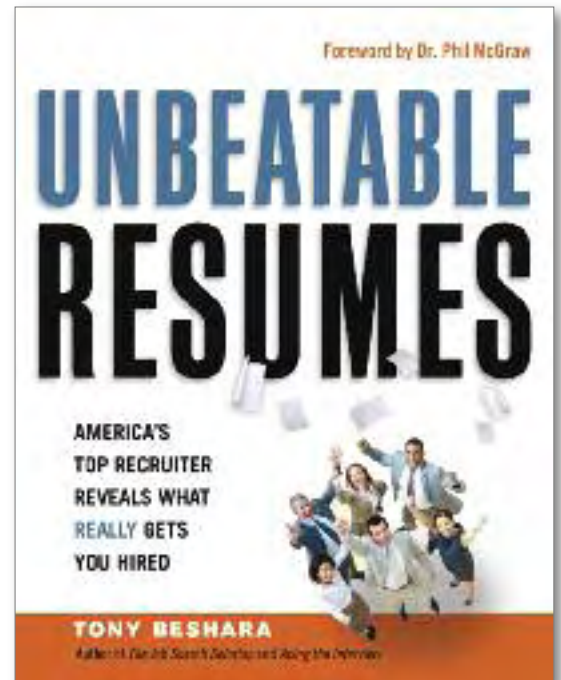
What does Tony Beshara do that most résumé “experts” don’t? While the experts write résumés all day, Tony—the veteran placement specialist featured regularly on the *Dr. Phil* show—actually uses them to get people jobs.

With *Unbeatable Résumés*, Tony dissects and discusses real-life résumés for jobs in a wide range of industries from healthcare to banking, construction to technology, administration to sales and marketing, and more. The book shows readers how to build a powerful résumé, utilize keywords effectively, use gaps and job changes to their advantage, and pair their résumés with concise, dynamic cover letters. He complements his expertise (he has personally placed more than 8,500 professionals) with the results of a survey of more than 3,000 managers, executives, HR specialists, and other hiring authorities about what gets résumés read, interviews granted, and jobs offered. Readers will learn:

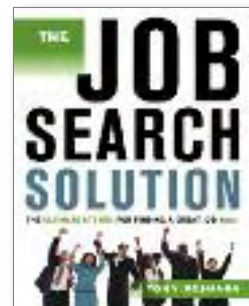
- The critical components of well-written résumé
- How to ensure their résumé actually gets read... by the right people
- What employers look for, and what turns them off
- How to customize a résumé for a particular job
- The truth about video résumés, job-search websites, and social networking sites like FaceBook, LinkedIn, and MySpace
- And much more

*Unbeatable Résumés* shows job seekers of all types how to present themselves in the best possible light...for the best possible position.

**TONY BESHARA** (Dallas, TX) is the owner and president of Babich Associates, the oldest placement firm in Texas. He is the author of *The Job Search Solution* (978-0-8144-7332-0) and *Acing the Interview* (978-0-8144-0161-3).



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**When conflict brews at the office, it's a manager's job to cool things down.**

## Conflict 101

*A Manager's Guide to Resolving Problems so Everyone Can Get Back to Work*  
 Susan H. Shearouse

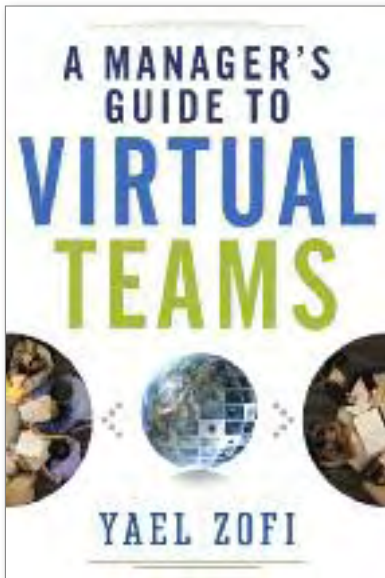
We all know conflict is unavoidable...especially in the workplace. Whether it's a fight over resources, a disagreement about how to get things done, or an argument stemming from perceived differences in identities or values, it's a manager's role to navigate relationships, and build compromises and collaborations.

*Conflict 101* gives readers the tools they need to ensure not only that employees get back on track, but that disagreements breed positive results. Readers will learn how to:

- Build trust
- Harness negative emotions
- Encourage apologies and forgiveness
- Use a solution-seeking approach
- Say what needs to be said

Incorporating anecdotes taken from the author's twenty years of experience as a conflict resolution professional, the book helps readers more deeply understand how conflict is created, how to respond to it, and how to manage it more effectively.

**SUSAN H. SHEAROUSE** (Vienna, Virginia) has served as Executive Director of the National Conference on Peacemaking and Conflict Resolution and on the Advisory Board of the Institute for Conflict Analysis and Resolution at George Mason University. Her clients have included Lockheed Martin, Philip Morris, the IRS, the US Environmental Protection Agency, the US Army Corps of Engineers, and many others.



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**Maximize the power of teamwork —  
 even when team members are worlds apart.**

## A Manager's Guide to Virtual Teams

Yael Zofi

With an increasing number employees working remotely, it is more difficult than ever to ensure that team members are working smoothly and productively together. *A Manager's Guide to Virtual Teams* is a practical roadmap for bridging the logistical, cultural, and communication gaps that can prevent any virtual team from reaching its full potential. The book explores the four most critical elements to team success:

- Trust and Accountability. Ten tips for creating trust within and across virtual teams
- Communication. The particular challenges of the virtual world, especially in cross-cultural collaborations
- Conflict Management. Examples, case scenarios, and resolution strategies
- Deliverables. How virtual teams can get their work "out the door" faster and better

*A Manager's Guide to Virtual Teams* features the author's proprietary Trust Wheel model, which includes powerful tools to help teams develop and ensure trust without face-to-face interaction. Filled with self-study exercises, activities, and advice based on the author's 20 years' consulting experience, this book can help any organization realize the promise of professionals working closely together—even if they've never met.

**Yael Zofi** (Brooklyn, NY) is the founder and CEO of AIM Strategies®, a human capital consulting firm. With over 20 years of global consulting experience, she has worked with clients such as AT&T, Chase, CIGNA, General Electric, MetLife, Pfizer, Philips, Viacom, and Nokia.

***How do you light a fire under every employee?  
Brian Tracy, the Master of Motivation, shows how!***

## Full Engagement!

*Inspire, Motivate, and Bring Out the Best in Your People*

Brian Tracy

In these tough economic times, everyone is expected to produce more with less. And yet, studies have shown that on average, employees are working at only a fraction of their potential. What are managers to do? How can they inspire their people to perform at their absolute best?

Whatever the situation, a good manager can quickly organize a group of average performers into a high-functioning team capable of achieving tremendous results for the company. The secret is knowing how—and anyone can learn.

In *Full Engagement!*, business success expert Brian Tracy shows managers how they can supercharge their employees' efforts. Packed with powerful, practical ideas and strategies, this eye-opening guide explains how to:

- Unlock the potential of each person
- Motivate and inspire employees to peak performance
- Trigger the "X Factor" that maximizes productivity
- Drive out the fears that hold people back
- Create a high-trust work environment
- Set clear goals and objectives
- Recognize, reward, and reinforce in a way that energizes every employee

A manager's role is to achieve the highest possible return on the physical, emotional, and mental effort that his or her people put forth. It's not a return on investment...it's a return on energy. And when managers fail at that, they fail at their own job. With this essential guide, all managers can now hold the keys to unlocking superstar performance from their teams.

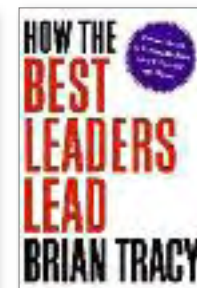
**BRIAN TRACY** (Solana Beach, CA) is one of the top business speakers and authorities in the world today. He has spoken in almost every city in the US and Canada, and in 56 other countries. He addresses more than 250,000 people worldwide each year. He has written 50 books and produced more than 500 audio and video learning programs on management, motivation and personal success. He is the president of Brian Tracy University and Business Growth Strategies, the preeminent internet business learning portal in the world today.



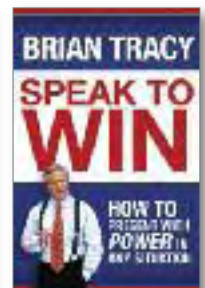
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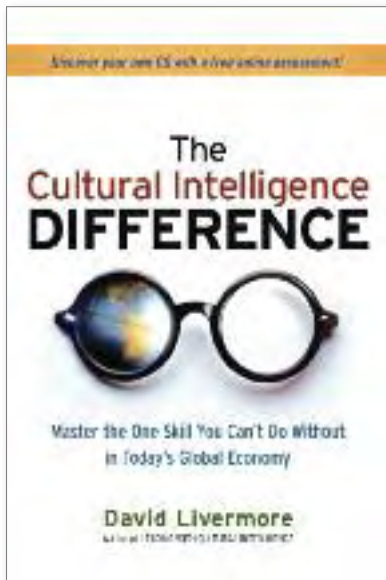
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***IQ, EQ, and now...CQ! A proven way to measure cultural intelligence, with strategies for pushing the score higher.***

### The Cultural Intelligence Difference

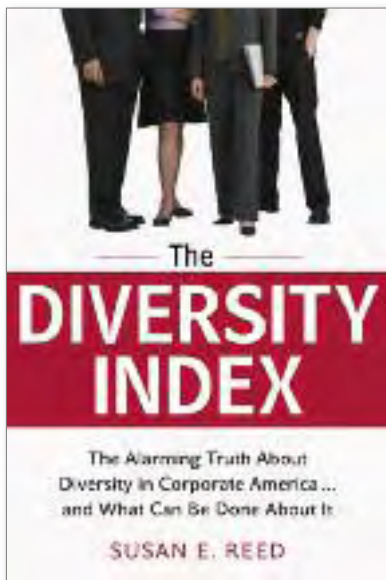
*Master the One Skill You Can't Do Without in Today's Global Economy*  
 David Livermore

Most people know that some basic cultural sensitivity is important. But few have developed the deep cultural intelligence (CQ) required to really thrive in our multicultural workplaces and globalized world. Now everybody can tap into the power of CQ to enhance their skills and capabilities, from managing multicultural teams and serving a diverse customer base to negotiating with international suppliers and opening offshore markets. *The Cultural Intelligence Difference* gives readers:

- A scientifically validated instrument for measuring their personal CQ score
- Customized strategies for improving interactions with people from diverse cultures
- New findings on the bottom-line benefits of cultural intelligence
- Examples of major organizations that use CQ to achieve success

A high CQ points to more than just cultural sensitivity. It is linked to improved decision making, negotiation, networking, and leadership skills—and provides a crucial advantage in a crowded job market. *The Cultural Intelligence Difference* delivers a powerful tool for navigating today's work world with finesse—and success.

**DAVID LIVERMORE, PH.D.**, (Grand Rapids, MI) is president and partner at the Cultural Intelligence Center and a visiting research fellow at Nanyang Technological University in Singapore. He has done consulting and training with leaders in 100 countries and is the author of *Leading with Cultural Intelligence* (978-0-8144-1487-3).



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***Are we better off today than we were 50 years ago?***

### The Diversity Index

*The Alarming Truth About Diversity in Corporate America... and What Can Be Done About It*  
 Susan E. Reed

Nearly 50 years after the Civil Rights Movement, there is a new crisis of opportunity in corporate America. Based on the author's groundbreaking study of Fortune 100 companies, *The Diversity Index* identifies a barrier that has formed as white women have outpaced people of color and, along with white male executives, have wound up creating a persistent racial ceiling. In addition, the quest for global profits has created worldwide competition for the corporate suite, and U.S.-born minorities and whites are losing out.

This isn't only a civil rights issue, as studies have shown that businesses with a strong commitment to diversity outperform their peers. The book takes an in-depth look at companies that have struggled to find the perfect leadership mix. Detailing the stories of executives of General Electric, Hewlett Packard, Merck, and PepsiCo, *The Diversity Index* distills—into 10 clear steps—the methods that the most successful companies used to develop integration, keep it growing, and empower their employees to develop new products and markets.

**SUSAN E. REED** (Boston, MA) is an award-winning journalist who has covered almost every aspect of the workplace for 25 years for CBS News, the New York Times, the American Prospect, and other publications. She writes a business column for the international news website *GlobalPost.com*.

*In the vein of “An Inconvenient Truth,”  
a sobering assessment of our nation’s  
energy policies and a stirring call for change.*

## Clean Energy Nation

*Freeing America from the Tyranny of Fossil Fuels*

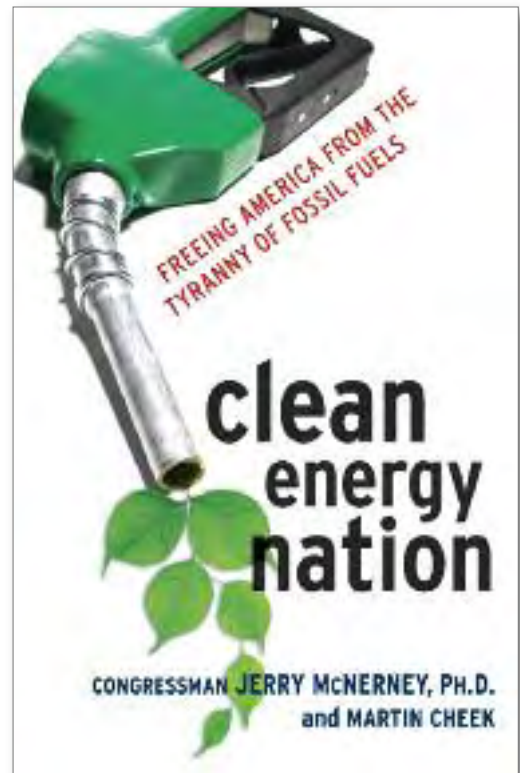
Congressman Jerry McNerney, Ph.D.,  
and Martin Cheek

**D**angerous CO<sub>2</sub> emissions, massive oil spills, dwindling supplies—the problems with fossil fuels are driving a long-overdue reassessment of our nation’s energy policies.

U.S. Congressman Jerry McNerney, a renewable-energy engineer and the first representative with expertise in energy independence, leads the way to change. In *Clean Energy Nation*, he and journalist Martin Cheek make an impassioned argument for drastically reducing dependency on fossil fuels and developing sustainable, readily available energy sources—solar, wind, biofuel, geothermal, and hydrogen-based power.

Bringing together a rare combination of scientific knowledge, political savvy, and insightful journalism, the authors reveal the pros and cons of alternative energy sources and examine how our nation became addicted to fossil fuels in the first place. The book reads like the dramatic story it is, complete with dire projections about peak oil and grim scenarios of rising oceans... keen insights into policies and players that have stalled progress on climate change and favored big oil...and astute recommendations for building a clean energy economy and a prosperous, stable future.

**CONGRESSMAN JERRY MCNERNEY, PH.D.**, (Pleasanton, CA) was elected to California’s 11th Congressional District in November 2006. He is a member of the House Select Committee on Global Warming and Energy Independence and the House Committee on Science and Technology. Prior to serving in Congress, he was an energy consultant for Pacific Gas and Electric, FlowWind, and the Electric Power Research Institute. **MARTIN CHEEK** (Morgan Hill, CA) has worked as a journalist for more than two decades, specializing in science and high-tech industry.



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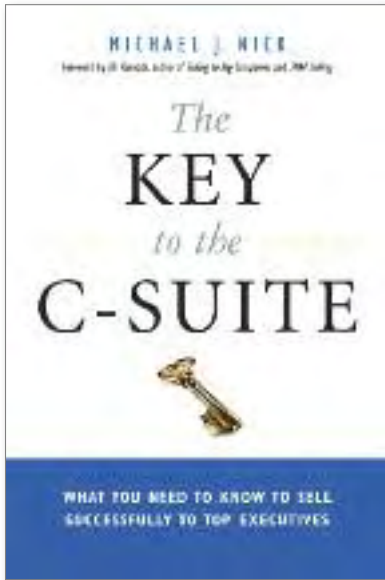
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*Sell to the C-suite by speaking their language....*

## The Key to the C-Suite

*What You Need to Know to Sell Successfully to Top Executives*

Michael J. Nick

Foreword by Jill Konrath, author of *Selling to Big Companies* and *SNAP Selling*

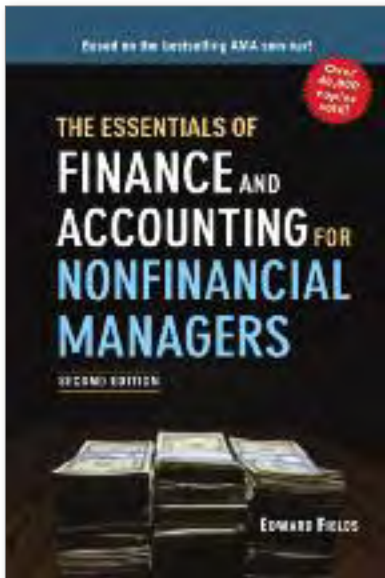
With budgets more stringent than ever, important purchasing decisions have moved up the ladder to the C-suite. These days, it is crucial for sales professionals to understand the financial metrics senior level executives use to make strategic buying decisions and be able to communicate the positive effect their products or services will have on a company's financial statements.

This book shows readers how to build a convincing business case and present it to C-level executives. Readers will discover how to:

- Find key financial information on a prospect
- Determine a corporation's financial stability
- Clearly define the value of the product or service they are selling
- Calculate the value impact of their offerings in financial metrics

Clarifying how sales packages fit into metrics such as return on asset, return on equity, operating costs, net profit, and earnings, this book reveals how readers can determine their product's value as perceived by an organization's ultimate decision makers, and unlock the door to greater sales.

**MICHAEL J. NICK**, (Milwaukee, WI) president and founder of ROI4Sales, Inc., has taught selling techniques, developed sales tools, and implemented sales processes at companies throughout the world, including Hewlett Packard, Microsoft Great Plains, NEC, Emerson, and Oracle. He is the author of *ROI Selling* and *Why Johnny Can't Sell*.



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*Based on the bestselling AMA seminar, a nuts-and-bolts guide to the dollars-and-cents issues that drive your organization!*

## The Essentials of Finance and Accounting for Nonfinancial Managers

SECOND EDITION

Edward Fields

As a department manager, the last thing you want to think about is numbers. But the truth is, that's the only thing your executives and senior managers are thinking about so it's crucial to understand key financial information like balance sheets, income statements, cash flow statements, budgets and forecasts, and annual reports.

With over 40,000 copies sold, *The Essentials of Finance and Accounting for Nonfinancial Managers* has long provided readers with insight into the financial fundamentals. It demystifies the role accounting and finance play in a corporation, demonstrates how financial decisions reflect business goals, and shows how managers can connect corporate financial information directly to their own strategies and actions. Now revised to reflect new accounting and financial standards, the second edition includes:

- Strategies for getting your share of the budget
- New case studies and practice sessions
- An explanation of Sarbanes-Oxley and its relevance to nonfinancial managers
- How to manage cash flow in tough times
- Fraud detection tools
- An expanded glossary including up-to-the-minute business concepts and terminology
- And more

**EDWARD FIELDS** (Old Bridge, NJ) has taught the American Management Association's course "Fundamentals of Finance and Accounting for Nonfinancial Managers" for many years. He is a consultant on strategic and financial issues for many corporations.

*It takes passion to start a new business. But that same entrepreneurial enthusiasm can also lead you astray.*

## 6 Secrets to Startup Success

*How to Turn Your Entrepreneurial Passion into a Thriving Business*

John Bradberry

Foreword by Pamela Slim, author of *Escape from Cubicle Nation*

Over six million Americans start businesses every year. That's 11 startups a minute launched by passionate dreamers hoping to transform their lives for the better.

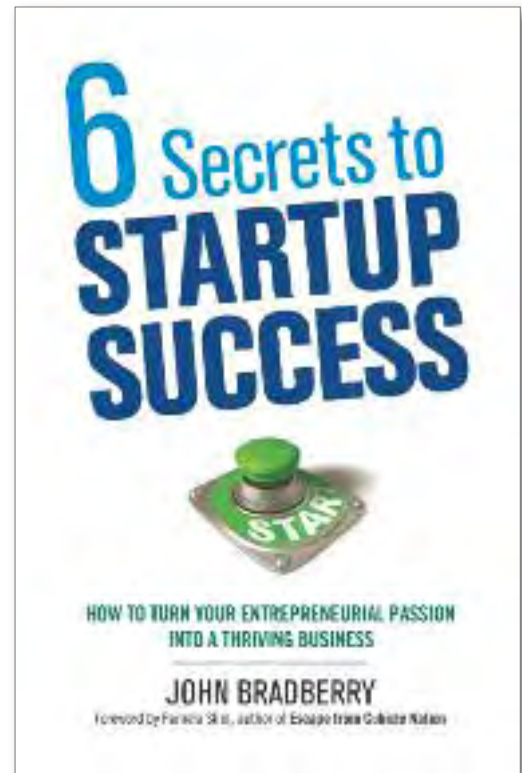
But a huge gap exists between the skyrocketing levels of desire and what entrepreneurs actually achieve. The harsh reality is that most new businesses fail within a few years of launch. Why do so few startups make it? And what distinguishes those that do succeed? Entrepreneur, consultant, and investor John Bradberry set out to discover the answer and came to a surprising conclusion—that the passion that drives and energizes so many founders is also the very thing that leads many of them astray.

Filled with compelling real-life stories of both success and failure, this groundbreaking book reveals the key principles entrepreneurs must follow to ensure their big idea is on the right track. In *6 Secrets to Startup Success*, readers will learn how to:

Convert their passion into economic value with a money-making business model • Improve their readiness to launch and lead a new venture • Manage funding and cash flows • Chart a path to breakeven and beyond • Avoid the pitfalls that often accompany unfettered passion • Build the stamina needed to persevere over time

Complete with indispensable tools including an assessment to gauge a venture's strengths and weaknesses, *6 Secrets to Startup Success* will help entrepreneurs everywhere turn their dreams into reality.

**JOHN BRADBERRY** (Charlotte, NC) has improved the performance of a hundred teams and more than a thousand leaders over two decades as an entrepreneur, consultant, and investor. In 2007, he launched an extended study of the universal factors that drive new-venture success.



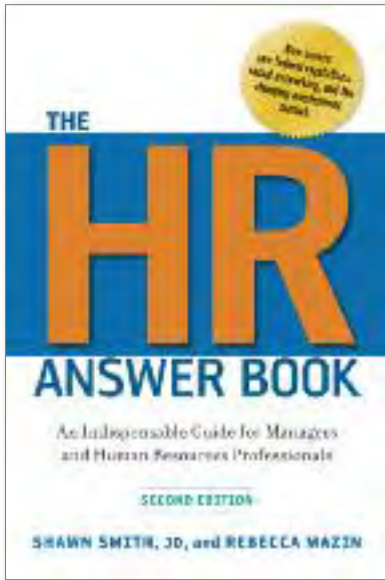
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**Fully updated advice on hundreds of critical human resources topics!**

## The HR Answer Book

*An Indispensable Guide for Managers and Human Resources Professionals*

SECOND EDITION

Shawn Smith, JD, and Rebecca Mazin

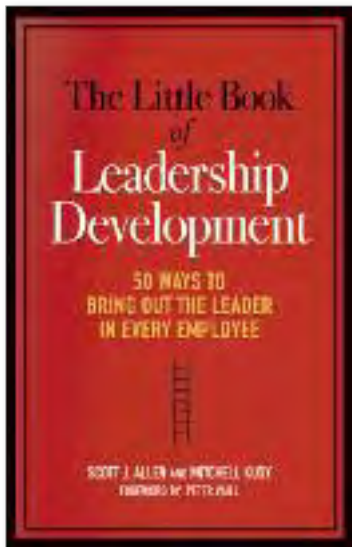
With changes in the economy, the job market, technology, and the law, human resources professionals and department managers alike are facing new challenges. Luckily, the second edition of *The HR Answer Book* covers these developments and addresses more than 200 questions that every employer needs to deal with, from recruiting and hiring to discipline and downsizing, compensation and benefits to training and employee relations.

The new edition contains revised and expanded sections on FMLA, health insurance changes, and compensation laws, as well as information on salary reductions and using social networking to recruit employees. It is also packed with ready-to-use tools and checklists including:

- 10 Questions to Ask Before Scheduling an Interview
- Job Applicant Flow logs
- Performance Goals forms
- Exit Interview Questionnaire
- And more

*The HR Answer Book* is an easy-to-use problem solver that can be read cover-to-cover or as a quick reference in specific situations.

**SHAWN SMITH** (Hartsdale, NY) is an attorney, corporate executive, and founder of Next Level Consulting. Her articles have appeared in numerous legal and business publications. **REBECCA MAZIN** (Larchmont, NY) is cofounder of Recruit Right, an HR consulting firm, and has held key positions at Hyatt Hotels, Owens Corning, and the National Labor Relations Board.



MAY 2011 • Leadership / Management

Hardcover • 5 5/8 x 8 3/4 • 144 pages

978-0-8144-1754-6

U.S. \$19.95

**Great things come in little packages: 50 commonsense (but rarely common) ideas for building the leadership potential of others.**

## The Little Book of Leadership Development

*50 Ways to Bring Out the Leader in Every Employee*

Scott J. Allen and Mitchell Kusy

Foreword by Peter Vaill

How many managers have time to plow through big books of leadership development? None! And they'll never need to with this slender book of 50 simple yet powerful ideas.

*The Little Book of Leadership Development* goes straight to the heart of great leadership. Free of complicated theories, it focuses on what really works to get people motivated, working effectively, and acting as leaders themselves. The book delivers streamlined instructions on modeling behaviors, sharing information, building accountability, stretching teams, providing feedback, and 45 other practical strategies. Readers will be able to design a system of development tailored to their team and organization.

Managers with the ability to self-reflect and a willingness to implement these positive, powerful ideas will see quick improvements—in communication, efficiency, morale, and every other measure that points to a committed team of emerging leaders.

**SCOTT J. ALLEN, PH.D.** (Chagrin Falls, OH) is assistant professor of management at John Carroll University and author of *Emotionally Intelligent Leadership*. He blogs, consults, and facilitates workshops on leadership. **MITCHELL KUSY, PH.D.** (San Francisco, CA) is an international organization development consultant and full professor in the Ph.D. Program in Leadership & Change at Antioch University. He is the coauthor of *Toxic Workplace!*

***Forget everything you think you know about landing a well-paid job—the rules have changed forever.***

## Cracking the New Job Market

*The 7 Rules for Getting Hired in Any Economy*

R. William Holland

Foreword by Barbara Ehrenreich, author of the bestselling *Nickel and Dimed* and *Bait and Switch*

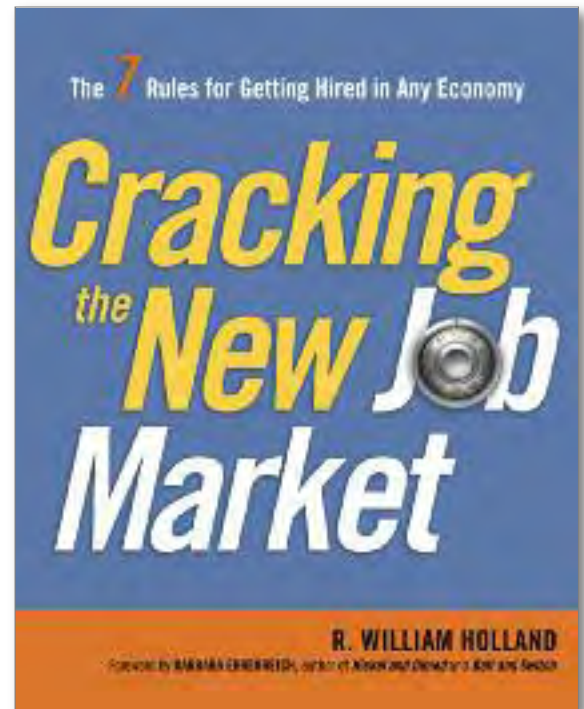
The rules for finding professional work once seemed clear and unwavering: capture career highlights in a resume, practice answers to standard interview questions, and do lots of face-to-face networking.

*Cracking the New Job Market* shows how these rules have changed and delivers new job-hunting strategies that actually work. The key, rather than to emphasize past accomplishments, is to sell yourself on the *value* you can create for an employer. This new approach to getting hired requires new skills. Author R. William Holland, a human resources insider, shows job seekers how to:

- Gather information on what a prospective employer finds important
- Emphasize those skills, accomplishments, and qualities in tailored resumes and interview answers
- Identify the intersection between personal talents and what the marketplace needs
- Unlock the networking power of social media
- Negotiate the best possible offer

Enlightening and practical, this myth-busting book delivers seven powerful rules for landing a great job—even in a difficult economy.

**R. WILLIAM HOLLAND, PH.D.** (Williamsburg, VA) is founder of R. William Holland Consulting, LLC, specializing in HR and career management. He has also served as executive vice president at Right Management, Inc. and as chief human resources officer at Meridian Bank, the University of Pennsylvania, and the BP outsourcing business for Andersen Consulting. He is currently a senior vice president for BeamPines.



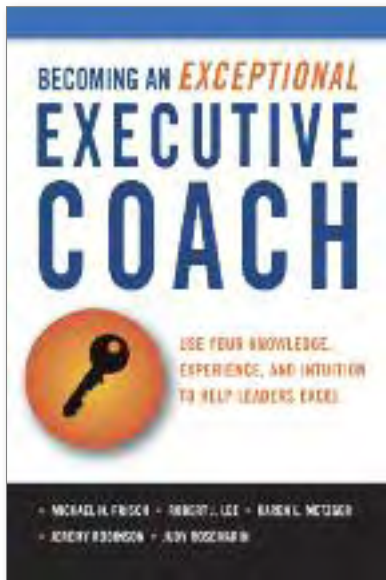
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## Becoming an Exceptional Executive Coach

*Use Your Knowledge, Experience, and Intuition to Help Leaders Excel*

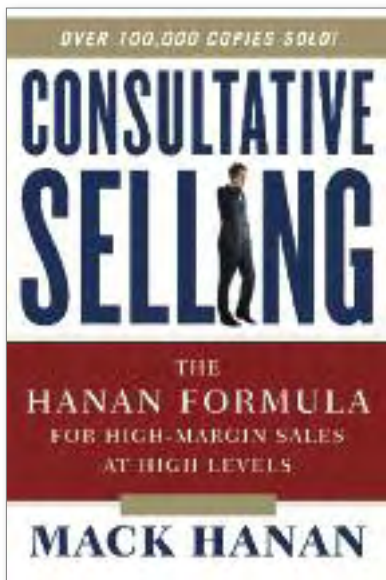
Michael H. Frisch, Robert J. Lee, Karen L. Metzger, Jeremy Robinson, and Judy Rosemarin

Coaching is more than simply learning a process and set of skills. Exceptional coaches draw on their professional experience, knowledge of organizationally relevant topics, strong helping skills, coaching-specific competencies, and most important, their ability to use their own intuition in the service of the client. *Becoming an Exceptional Executive Coach* is the first book that brings all of these elements together to guide readers in developing their own personal model of coaching.

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Mack Hanan

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**Go beyond simple alignment to maximize the role, impact, and value of technology in your organization.**

## The Power of Convergence

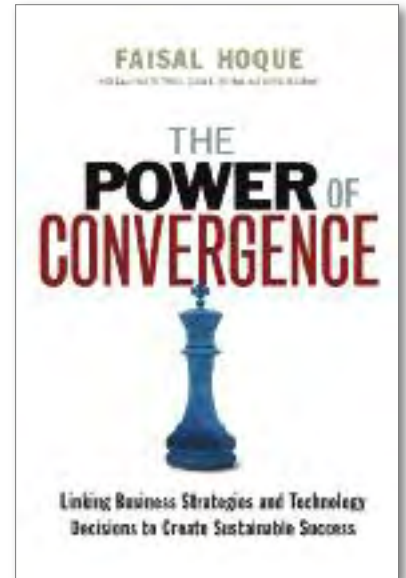
*Linking Business Strategies and Technology Decisions to Create Sustainable Success*  
Faisal Hoque

From technology giants to major airlines to government agencies, the landscape is littered with the shells of once-promising enterprises that failed to do one thing: Converge their impressive technology initiatives with their business strategies. With countless opportunities lost and billions wasted, these examples provide a much-needed wake up call that it is time to institutionalize a set of repeatable management practices to successfully run an organization.

*The Power of Convergence* makes the case—and lays the groundwork—for a new understanding of the role of technology in business. No technology should be developed or deployed without a full vision of how it advances business goals, addresses customer needs, or both. Beyond that, technology should be so tightly intertwined with strategy that the two drive each other, with each at the ready when market opportunity materializes—however suddenly.

With compelling examples of successes and failures at organizations from Ford Motor Company to the FBI, *The Power of Convergence* provides the framework and mechanisms for uniting business and technology, seeding horizontal collaborations and partnering opportunities, and capturing strategic possibilities created through convergence.

**FAISAL HOQUE** (Stamford, CT), a former senior executive at General Electric and other multinational corporations, is the Founder and CEO of BTM Corporation.



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**If you want your project to succeed you've got to manage your most important resource—your people.**

## Succeeding in the Project Management Jungle

*How to Manage the People Side of Projects*  
Doug Russell, PMP

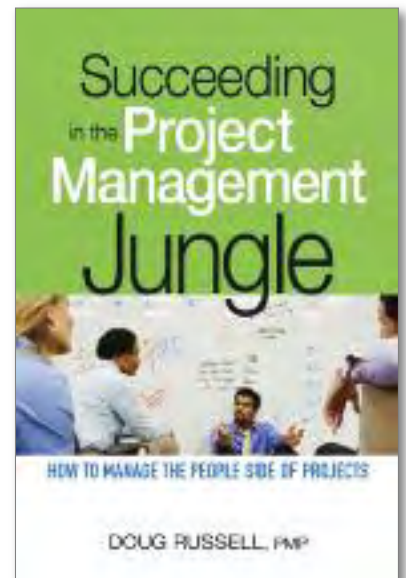
It's a jungle out there and project managers are fighting to survive...With countless man-hours clocked and billions of dollars spent every year on project tools, the success rate for projects remains astonishingly low. So what's the solution?

Introducing TACTILE Management™, a people-centric system that works in conjunction with an organization's existing processes. Based on the seven characteristics of high-performance project teams—transparency, accountability, communication, trust, integrity, leadership, and execution—the book shows project managers how to:

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- Balance the expectations of customers, management, and project teams with the technical requirements of cost, schedule, and performance
- Apply practical phase-by-phase project guidance to real-life situations
- Avoid or minimize possible pitfalls
- And more

Every *successful* project involves someone in the trenches who has the people skills to match process with the capability of his team and organization. This innovative book shows readers how to make the most of their people...and ensure project success.

**DOUG RUSSELL, PMP** (Cedar Park, TX), is currently Director of Engineering at a Fortune 200 company. He has more than 25 years of experience in high-technology project management for commercial and government organizations.

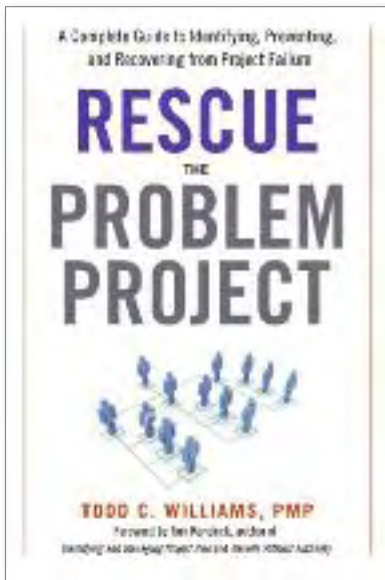


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***Back from the brink—the first fail-safe recovery plan for turning around troubled projects.***

## Rescue the Problem Project

*A Complete Guide to Identifying, Preventing, and Recovering from Project Failure*  
 Todd C. Williams, PMP  
 Foreword by Tom Kendrick

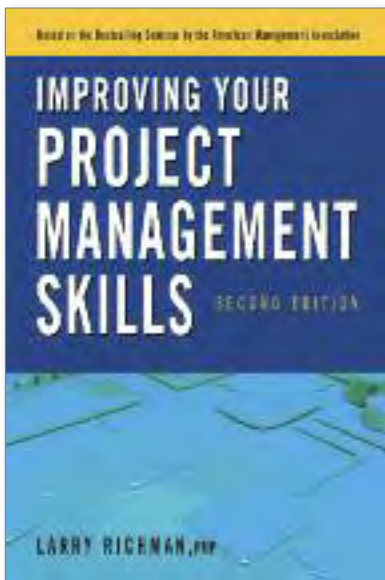
When budgets are dwindling, deadlines passing, and tempers flaring, the usual response is to browbeat the project team and point fingers of blame. Not helpful. For these situations, what is needed is an objective process for accurately assessing what is wrong and a clear plan of action for fixing the problem.

*Rescue the Problem Project* provides project managers, executives, and customers with the answers they require. Turnaround specialist Todd Williams has worked with dozens of companies in multiple industries resuscitating failing projects. In this new book, he reveals an in-depth, start-to-finish process that includes:

- Techniques for identifying the root causes of the trouble
- Steps for putting projects back on track—audit the project, analyze the data, negotiate the solution, and execute the new plan
- Nearly 70 real-world examples of what works, what doesn't, and why
- Guidelines for avoiding problems in subsequent projects

Many books explain how to run a project, but only this one shows how to bring it back from the brink of disaster. And with 65% of projects failing to meet goals and 25% cancelled outright, that's essential information!

**TODD C. WILLIAMS, PMP** (Camas, WA) is a senior project audit and recovery specialist with over 25 years of international experience.



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- Communication
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- And much more

Now completely revised and updated, the book is consistent with the most recent edition of *A Guide to the Project Management Body of Knowledge (PMBOK®)* and includes dozens of current practices and real-world examples.

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**LARRY RICHMAN** (Salt Lake City, UT) is a certified Project Management Professional (PMP®) with more than 30 years of experience teaching and practicing project management.

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*Spark Your Team's Creativity with 35 Problem-Solving Activities*

Marlene Caroselli

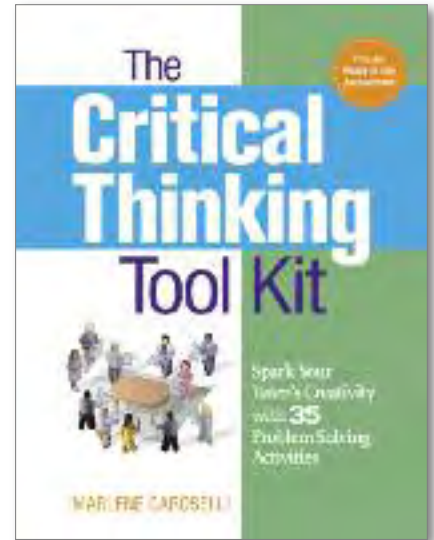
Unimaginative. Risk-averse. Prone to group-think. These are not just empty complaints about today's employees. A recent article in *Newsweek* found solid data that proves a "creativity crisis" is plaguing America.

Yet critical thinking, the ability to approach a problem both analytically and creatively, is the bedrock of success for companies and their people. Fortunately, it's a skill that can be learned.

*The Critical Thinking Tool Kit* aims to get employees thinking better and faster with 35 hands-on activities and ready-to-use assessments. Team members work on challenging assumptions, brainstorming divergent ideas, and then pinpointing the ones that best benefit an organization. And they'll learn to do it in real-life speed—quickly!

The training exercises in *The Critical Thinking Tool Kit* offer an invigorating departure from the everyday—with the potential for big payoffs in the form of enhanced "on-your-feet" thinking, innovative problem-solving, and profitable idea generation from everyone on the team.

**MARLENE CAROSELLI** (Rochester, NY) is the author of *Leadership Skills for Managers*, *The Big Book of Meeting Games*, and *Great Session Openers, Closers, and Energizers*. She has trained employees and executives at many organizations, including Lockheed-Martin, Mobil, Eastman Kodak, and Allied-Signal.



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*A Step-by-Step Guide to Assessing the Key Areas of Your Program*

John H. McConnell

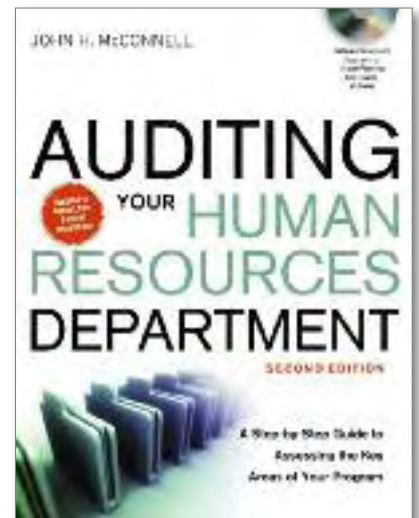
Business units everywhere are under the gun to prove their effectiveness and strategic value—especially human resources departments. Now they can accurately gauge how well they're doing with this new edition of *Auditing Your Human Resources Department*. This comprehensive guide walks readers through an in-depth self-assessment process—rigorous, but far less costly and intimidating than an outside audit.

The proven process entails gathering key information, scoring answers, analyzing data, and fixing problem spots while scrutinizing 11 HR functions, including:

Department organization and employees • Recruitment and selection • Compensation • Benefits • Education, training, and development • Diversity and EOE

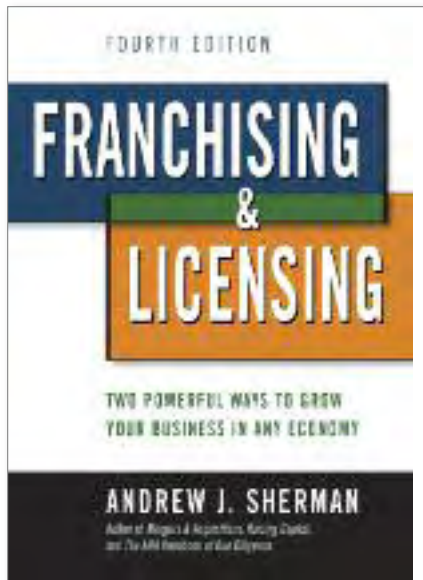
Hundreds of pages of questionnaires, checklists, and forms make the process as simple and painless as possible. Completely revised to include information on strategic planning and HR, important developments in technology, and new federal workplace laws, the second edition supplies the tools to pinpoint strengths, improve weaknesses—and turn HR into an essential business asset.

**JOHN H. MCCONNELL, SPHR** (Morristown, NJ) is president of McConnell-Simmons and Company, a human resources consulting firm. He is the author of several books, including *How to Identify Your Organization's Training Needs* (978-0-8144-0710-3).



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Andrew J. Sherman

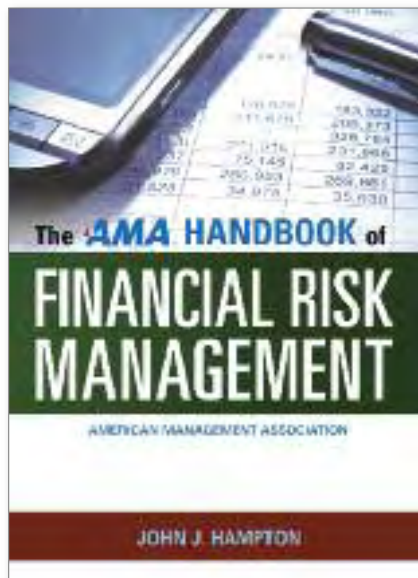
Filled with illuminating examples, stories from the field, and dozens of forms for drafting franchising agreements and licensing programs, the fourth edition of *Franchising & Licensing* covers all the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies.

Incorporating up-to-the-minute information on regulations, best practices, Web 2.0 strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends, this indispensable reference reveals how to:

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Comprehensive and applicable to domestic and international franchising initiatives alike, this essential guide remains the industry standard.

**ANDREW J. SHERMAN** is a partner in the Washington, D.C., office of Jones Day and an internationally recognized authority on the legal and strategic issues of emerging and established companies. He has been interviewed by *The Wall Street Journal*, *USA Today*, *Forbes*, *Time*, and other publications, and is the author of *Raising Capital* (978-0-8144-0856-8).



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- Understand the interrelationship of risk and return
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- Determine the value of common stock
- Optimize debt in the capital structure

Providing both explanations and practical applications, the book clarifies the key decision areas in financial risk management. This indispensable guide enables anyone involved in the financial management of an organization to know what factors are at stake and how to protect the bottom line.

**JOHN J. HAMPTON** (Litchfield, CT) is a professor of business at St. Peter's College, a principal in the Princeton Consulting Group, and former executive director of the Risk and Insurance Management Society (RIMS).

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## Essentials of Inventory Management

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Complete with detailed examples, handy tools, and a revised and expanded chapter analyzing “Why Inventory Systems Fail and How to Fix Them,” this nontechnical yet thorough guide is perfect for both instructional and on-the-job use.

**MAX MULLER** (Overland Park, KS) has been an executive for a wide range of product distributors. His seminars throughout the United States, Canada, and the United Kingdom have drawn more than 100,000 attendees. His books include *The Manager's Guide to HR* (978-0-8144-1076-9).

***For organizations looking for full-fledged, dynamic transformation... it's time to move beyond “lean.”***

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*Achieving Successful and Sustainable Enterprise Transformation*

Deborah J. Nightingale and Jayakanth Srinivasan

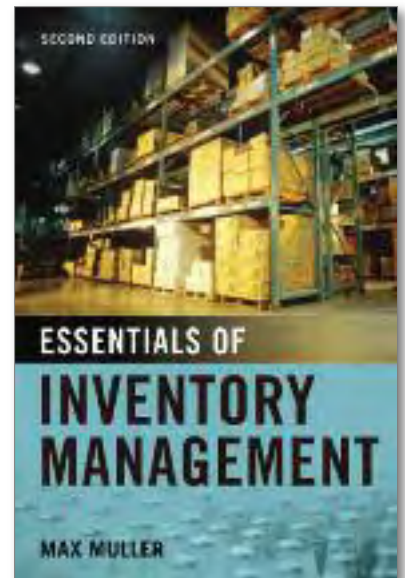
Most organizations are engaged in change efforts—often focused solely on eliminating waste in specific departments or “silos.” That's the “lean paradigm,” and while it's a good place to start, *enterprise transformation* goes much further. It begins with the big picture: What are the strategic objectives? How is the enterprise performing against those objectives? How *should* it be? Who are the stakeholders and what do they value? Then it moves forward toward an audacious vision of the enterprise's future.

Based on years of research and implementation, *Beyond the Lean Revolution* provides a roadmap for achieving sustainable, bottom-line results, delivering value to stakeholders, and reaching that future vision. Filled with illuminating examples, the book moves well beyond traditional lean thinking, showing readers how to:

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From inception to implementation and beyond, this book provides a holistic framework for bridging the gap from mere change ... to genuine transformation.

**DEBORAH J. NIGHTINGALE** (Boston, MA) is Professor of the Practice of Engineering Systems and Aeronautics and Astronautics at MIT and director of MIT's Center for Technology Policy and Industrial Development. **JAYAKANTH SRINIVASAN** (Cambridge, MA) is a Research Scientist at MIT's Lean Advancement Initiative.



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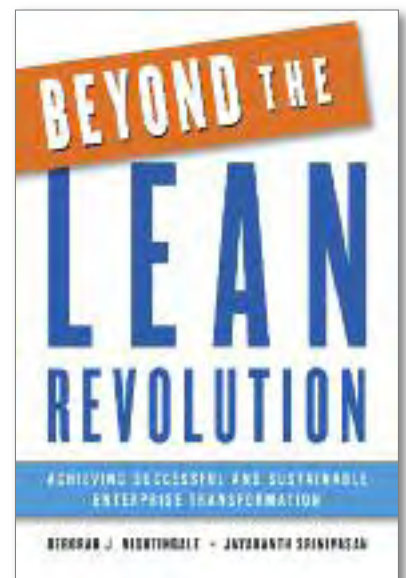
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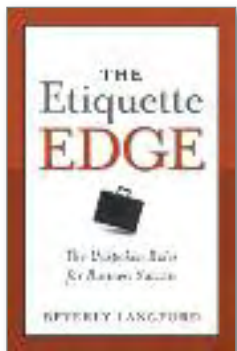


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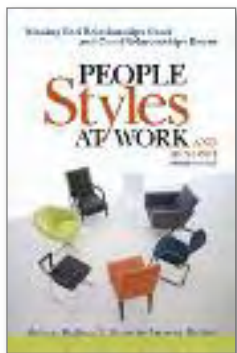
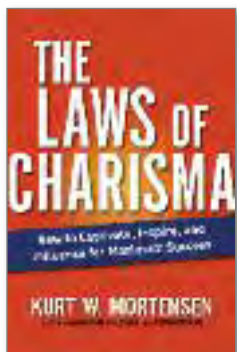
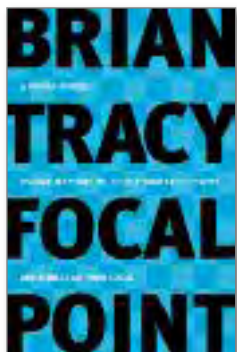
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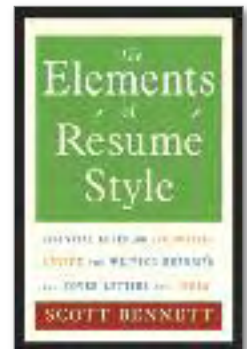
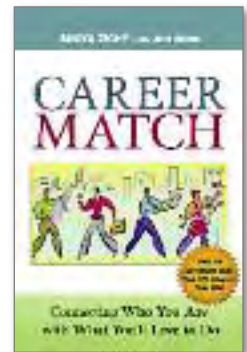
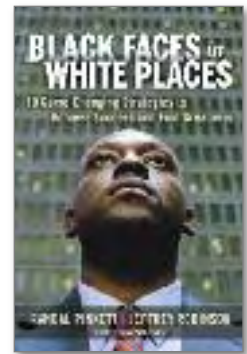
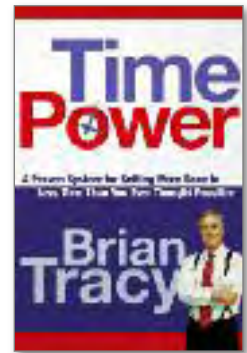
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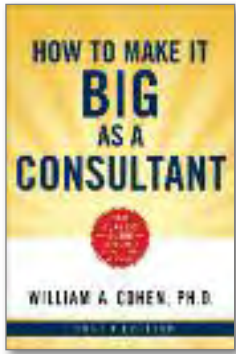
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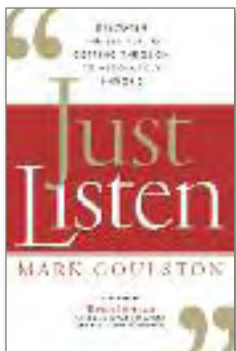
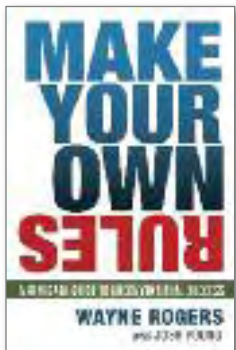
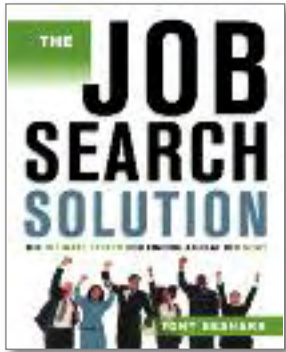
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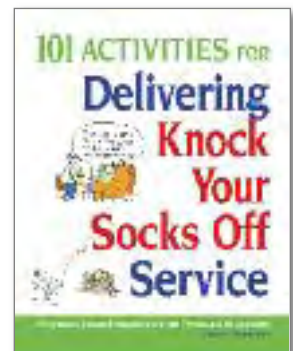
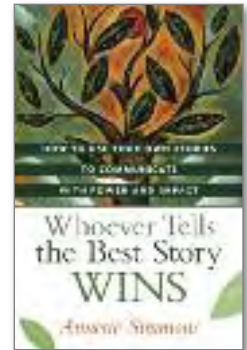
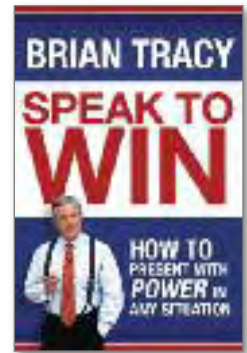
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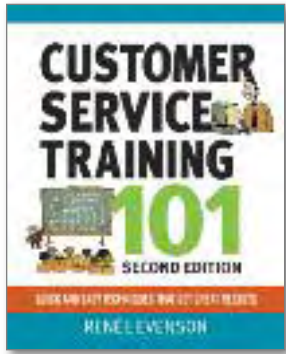
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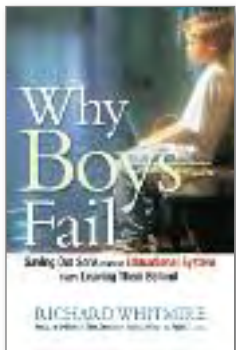
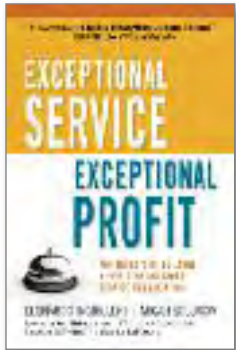
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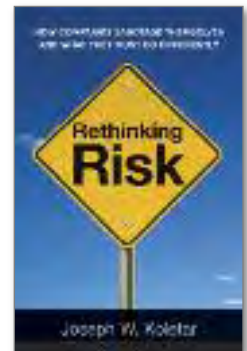
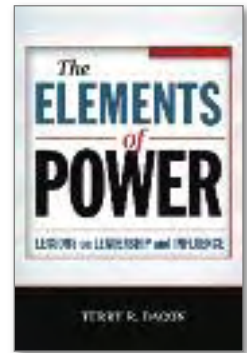
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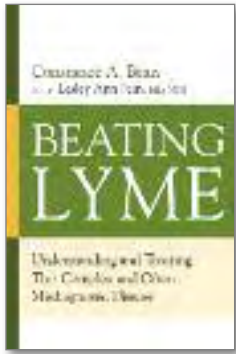
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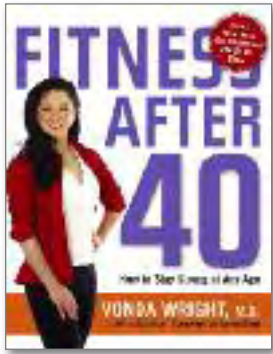
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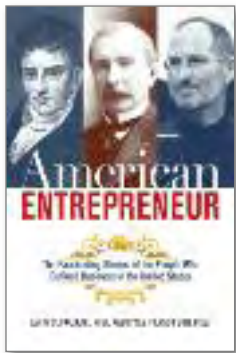
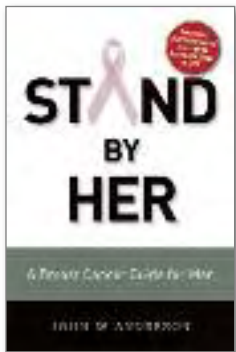
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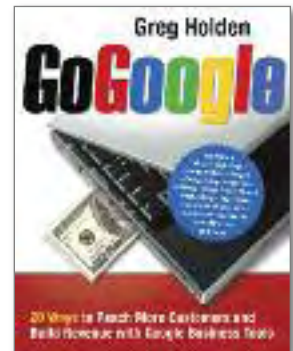
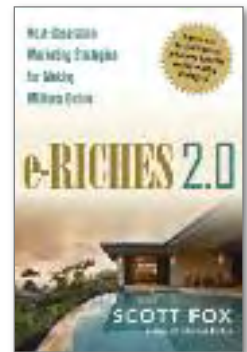
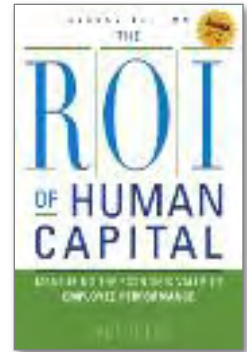
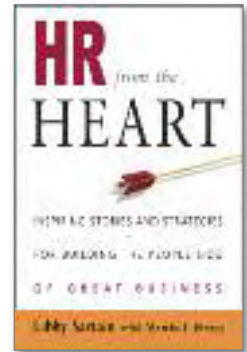
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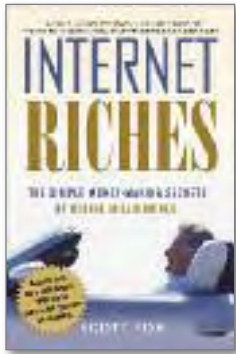
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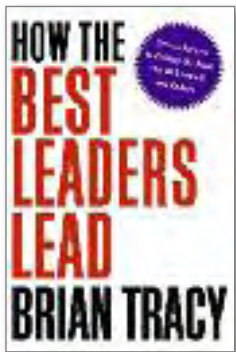
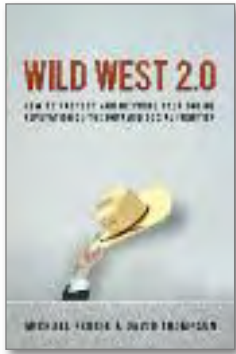
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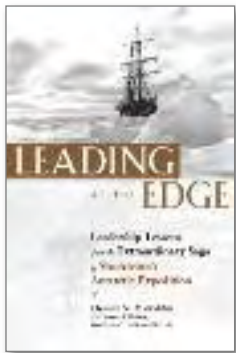
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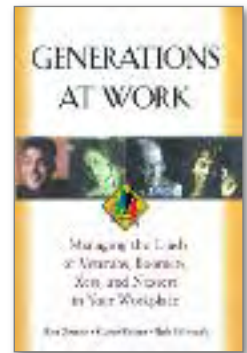
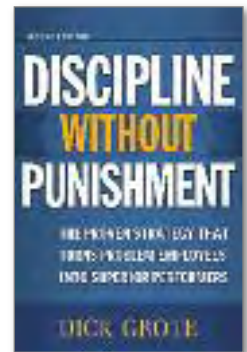
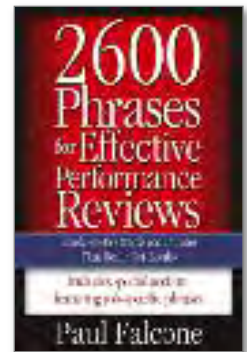
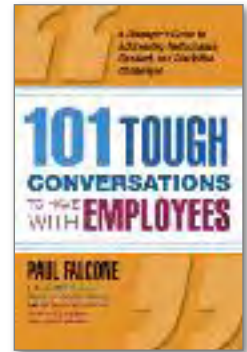
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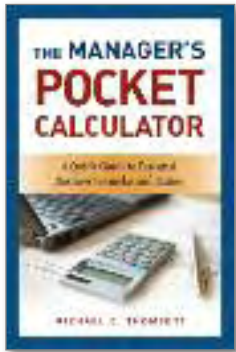
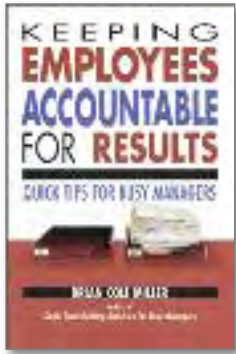
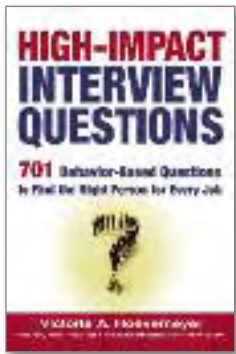
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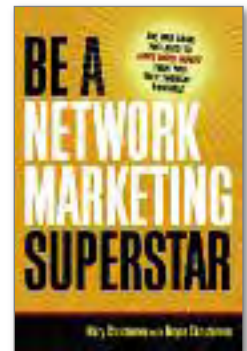
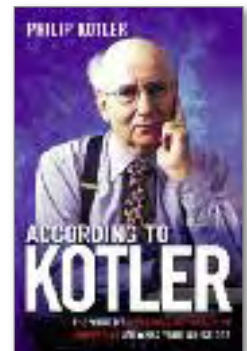
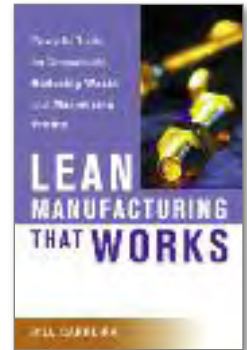
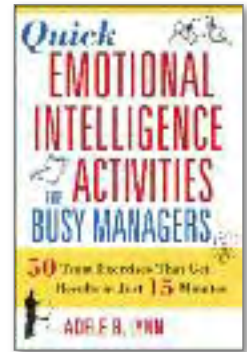
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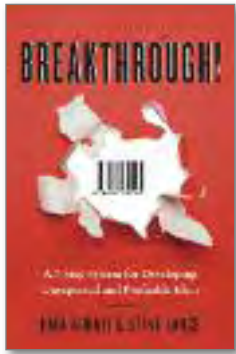
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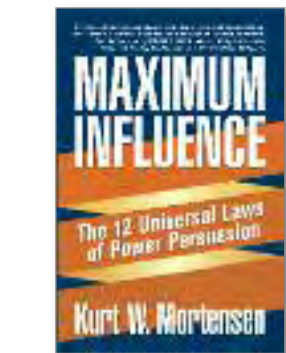
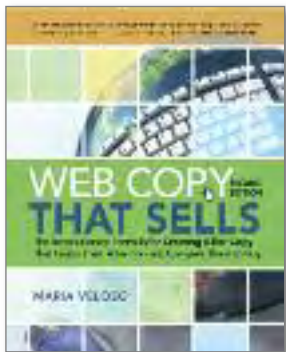
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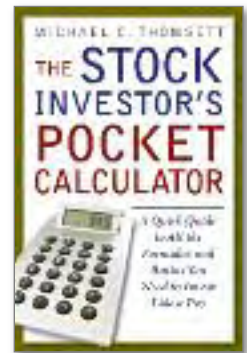
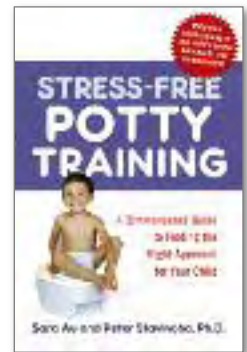
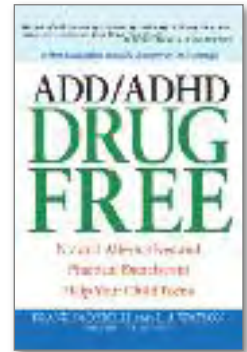
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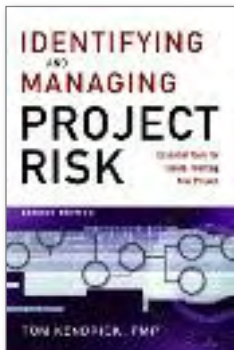
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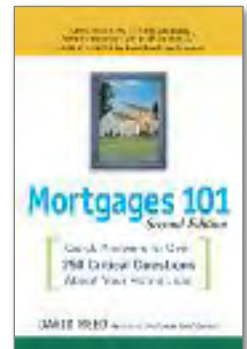
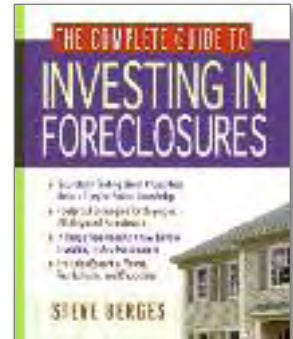
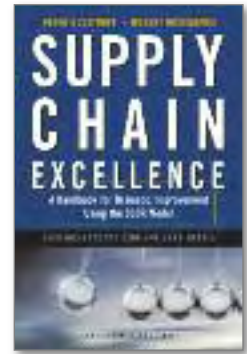
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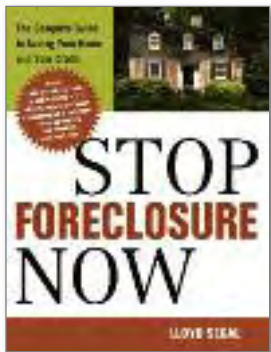
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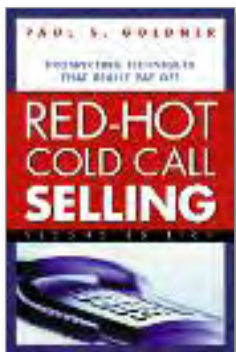
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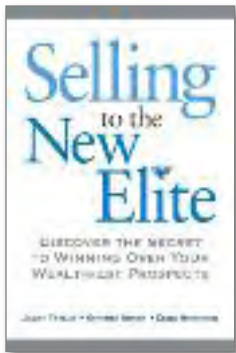
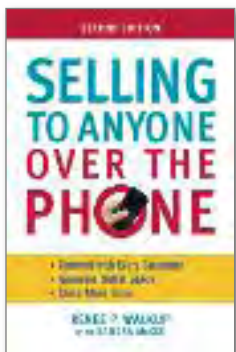
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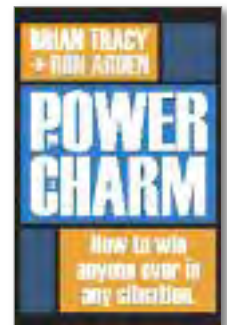
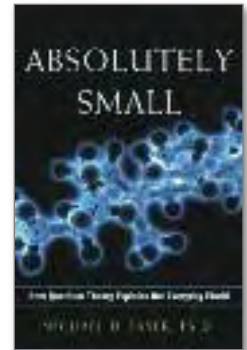
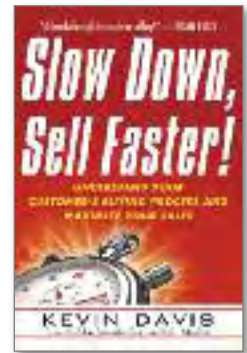
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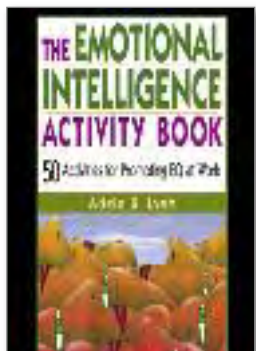
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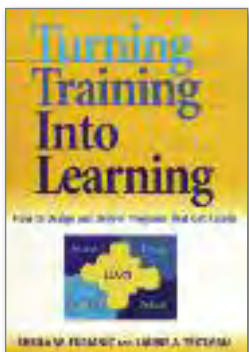
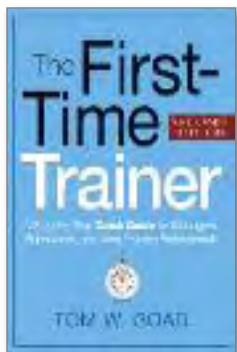
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